

Town of Concord Visioning Workshop Series
February 8, April 18 and August 1, 2006
Concord Community Center

FINAL PROCEEDINGS REPORT:



Compiled and Facilitated by:

Steve Grabow, Professor and Community Development Educator
University of Wisconsin-Extension, Jefferson County Office

September 20, 2006

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Jefferson County

University of Wisconsin-Extension
Cooperative Extension

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September 19, 2006

Mr. Bill Ingersoll, Town of Concord Supervisor
Liaison to UW-Extension for the Visioning Workshop Series

Dear Mr. Ingersoll:

I am forwarding the Final Proceedings Report from the Town of Concord Visioning Workshop Series. The primary output from this process is a set of "Vision Statements with Consensus" arrived at by large gatherings of town residents at the April and August workshops. I have also provided an appendix which provides further resource materials associated with the process.

It was a pleasure working with such a committed group of officials and citizens. All of the Town of Concord participants should be proud of their positive and sincere efforts to help shape this collective vision for the Town of Concord's future. Bill, I appreciated your leadership, along with the guidance of Richard Reinders and Dale Konle, in helping to convene these meaningful and productive sessions.

Best Regards,

A handwritten signature in black ink that reads "Steven H. Grabow". The signature is written in a cursive style with a large, prominent "S" at the beginning.

Steven H. Grabow, Professor and Community Development Educator
University of Wisconsin-Extension, Jefferson County Office

SG/lw

"Enriching people with knowledge, perspective, skills and aspirations."

University of Wisconsin, U.S. Department of Agriculture and Wisconsin counties cooperating. UW-Extension provides equal opportunities in employment and programming including Title IX and ADA.

Town of Concord Visioning Workshop (Part 2)

Wednesday, April 18, 2006

Concord Community Center

7:00-9:00 pm

AGENDA

Welcome: Bill Ingersoll

Review document entitled: "Proceedings Report: Hopes and Concerns for the Town of Concord"
(From Feb. 8 Workshop): Steve Grabow, U.W. Extension, Jefferson County Office

Workshop to Test the Level of Consensus on the Hopes/Vision Statements: Facilitated by Steve Grabow

- "We Agree Exercise" – Town of Concord residents and officials will have an opportunity to react to each "Hope/Vision Statement" to help us determine the extent to which there is general agreement or consensus.

Adjourn: Approximately 9:00 pm

Workshop Objectives:

- To provide a review of the output from the February 8th workshop by looking at the "Proceedings Report".
- To provide an opportunity to test the level of consensus for each of the "Hopes/Possible Vision Statements".

Source: Steve Grabow, Professor and Community Development Educator, U.W. Extension, Jefferson County Office
(steve.grabow@ces.uwex.edu)

Town of Concord Visioning Workshop (Part 3)
Wednesday, August 1, 2006
Concord Community Center
7:00 - 9:00 pm

AGENDA

Welcome: Bill Ingersoll

Review document entitled: “Proceedings Report: Levels of Consensus on the Hopes/Vision Statements” (From April 18th Workshop): Steve Grabow, U.W. Extension, Jefferson County Office

Workshop to Refine the “Draft Vision Statements Results” to the Extent Possible: Facilitated by Steve Grabow:

- Affirmation of the Vision Statements with Consensus
- Dialogue on possible candidate statements to move from “Statements without Consensus” to “Vision Statements with Consensus” (By considering revised language that responds to the reasons for objection)
- Possible consideration of “Hopes/Visions” for important categories with no consensus vision statements (such as Housing, Environment, and/or other smart growth elements such as Community Facilities)
- Possible Acceptance of this effort as a further positioning of the Town of Concord for a newly energized Town Planning effort.

Adjourn: Approximately 9:00 pm

Workshop Objectives:

- To provide a review of the output from the April 18th workshop by looking at the “Proceedings Report”.
- To provide an opportunity to affirm the Vision statements with Consensus and refine and/or consider other statements for inclusion as consensus vision statements.
- To conclude this three part visioning process and position the Town of Concord for a newly energized town Planning effort.

Source: Steve Grabow, Professor and Community Development Educator, U.W. Extension, Jefferson County Office
(steve.grabow@ces.uwex.edu)

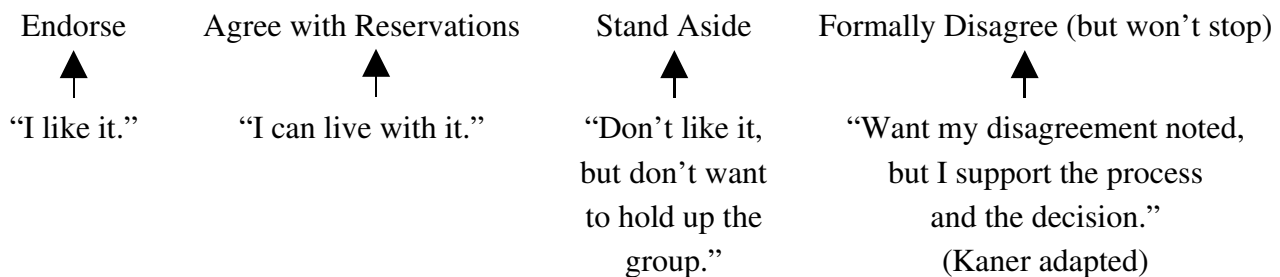
Definitions of Consensus

- a. Consensus is a participatory process by which a group thinks and feels together in route to their decision. (Kaner)
- b. Consensus is a state of affairs where communications have been sufficiently open and makes everyone in the group feel they had a fair chance to influence the decision; those who do not agree with the majority alternative nevertheless understand it and are prepared to support it (or live with it). (Trent adapted)

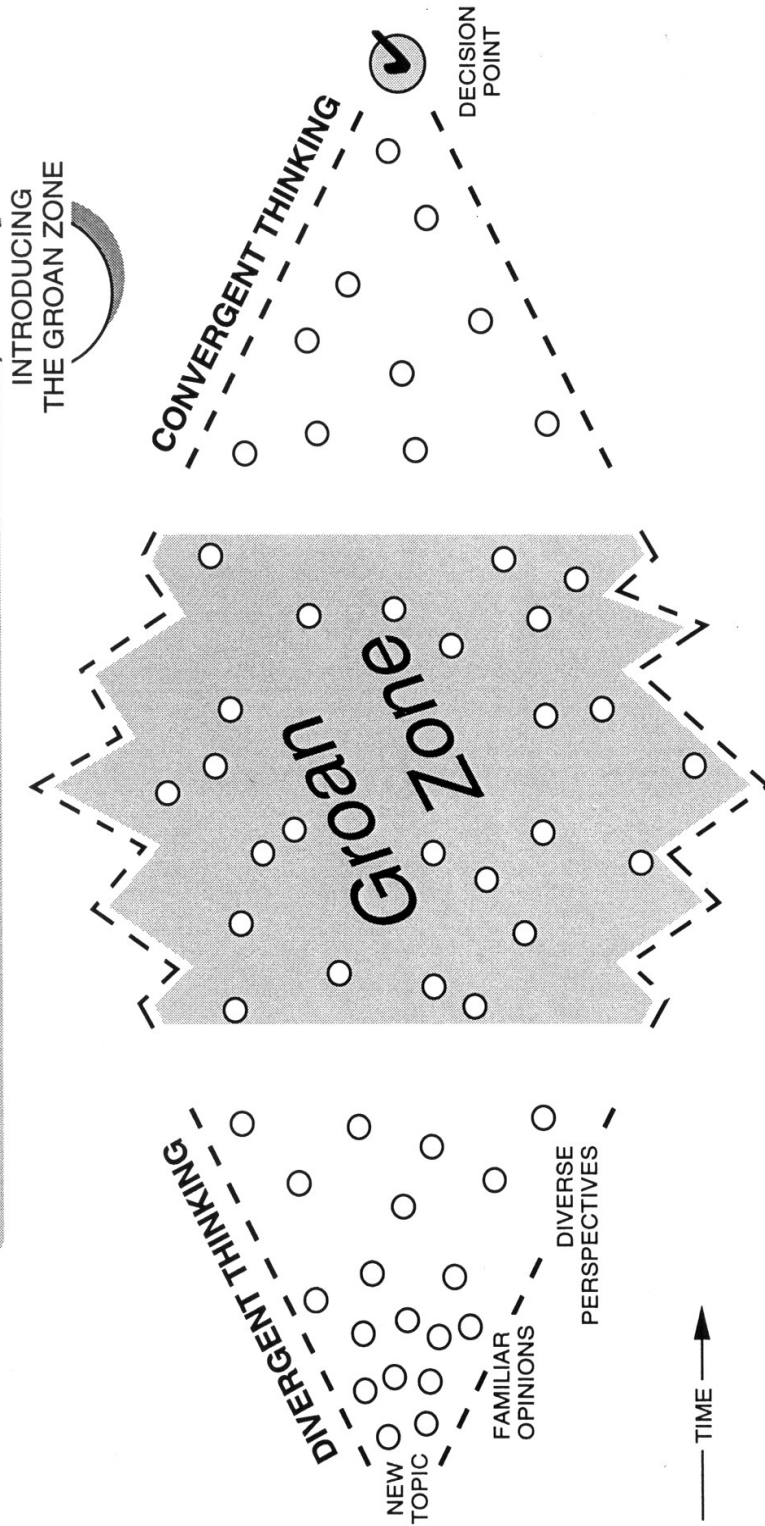
Note:

- This does not mean unanimous agreement.
- There are typically “gradients of agreement”

Gradients of Agreement



DYNAMICS OF GROUP DECISION-MAKING



Struggling to understand a wide range of foreign or opposing ideas is not a pleasant experience. Group members can be repetitious, insensitive, defensive, short-tempered . . . When this occurs, most people don't have the slightest notion of what's happening to them. Sometimes the mere act of acknowledging the existence of the *Groan Zone* can be a significant step for a group to take.

Town of Concord

Vision Statements with Consensus

The following report documents the “Vision Statements with Consensus” based on the “We-Agree Exercises” on April 18, and August 1, 2006. Also included are the “Statements without Consensus” along with the rationale for the objections. For several items, consensus statements were developed from the Statements without Consensus.

In a separate “affirmation process”, the participants at the August 1 workshop reaffirmed the “Statements with Consensus” that were agreed to by the participants at the April 18th workshop.

PHYSICAL CONFIGURATION AND FUNCTION VISION STATEMENTS

A. Community Form, Design and Function

Vision Statements with Consensus

- a. Hope to see trails planned for non-vehicular traffic (bike, pedestrian, possibly equine)
- b. Hope that the “village area” would be contained and in a defined area (so that they are not springing up everywhere)
- c. Hope for the “village” to be proximate to the existing hamlet (have a more “urban” area that is distinct from the rural area)
- d. Hope that we have a “Mayberry” type community that remains friendly and welcoming (with a “small town” feel)
- e. Hope to keep the “Community Center” strong and as a “focal center” for community vitality
- f. Hope to build “community connections”, “people interaction opportunities” (don’t have to just consider buildings) and “park area interactions” (“interactions” means community gatherings, community events, festivals, etc.)
- g. The Town will, for now, hold on any commitment for sewer and water, but will leave open the identification of areas for providing sewer and water in the future (if it decides on an area for “light business”). Note: This vision statement addresses item j. below. The arguments against and for sewer and water are summarized in a box on the next page.

- h. Hope for an exploration about the possible benefits of a modest expansion to the Hamlet including the quadrants at I-94 and Hwy. F with a refined list of approved types of uses (with usage restrictions). Note: This vision statement addresses items k. and l. below.

- i. The Jefferson County Comprehensive Plan (Agricultural Preservation and Land Use Plan) is reaffirmed, and for now, will not allow new subdivisions (except areas adjacent to Urban Service Areas). Note: This vision statement addresses item m. below.

Sewer and Water Arguments (from Item G on the previous page):

Against

- Taxes associated with utility costs
- Further assessments for new utilities
- Concerned about subdivisions
- Do not need sewer and water until there is growth pressure (growth is not inevitable)
- Helenville's experience with sewer costs was that they were very high
- Population projections appear to project only modest growth

For

- At some time, may need sewer and water
- Well water, over time, may be degraded
- May have some areas needing sewer and water
- State has talked about sewer needs in the future (five years?)
- Some growth pressures (Pabst Farm, Delafield, Johnson Creek, Madison, and Milwaukee)

Statements Without Consensus, and Rationale for Objecting

- j. Hope for aesthetically pleasing housing in the community that can be managed with water and sewer
- Does not want to see sewer and water
 - Problems in Ixonia with sewer/water
 - Ideas could be separated: housing; sewer/water
 - Concern about "legislating" aesthetically pleasing housing
- k. Hope for more than just one rural hamlet (not just in one place)
- One rural hamlet is enough and don't need another
 - Confusion on what is a hamlet
 - More hamlet will result in too much (business, other)
 - Contradicts other vision for maintaining rural character
- l. Hope for no more new subdivisions
- Uncomfortable with eliminating the potential for new subdivisions

- Would like to see conservation subdivisions
- m. Hope that the creation of a Hamlet(s) serves as the nucleus of the Town plan
- Should not just look at the Hamlet; Hamlet should not receive special treatment
 - The wording could possibly fix this (i.e. change “nucleus” to “center of town”)

B. Housing

Vision Statements with Consensus

None. There was discussion about the requirements for balance of housing to meet an “affordable/ reasonably priced housing” as referenced in Smart Growth Law and Principles of Placemaking presentation. See Appendix for Principle 7 and other principles related to Housing.

Statements Without Consensus, and Rationale for Objecting

- a. Hope for certain areas for town houses, eight-family structures, and all aspects of housing
 - Contradictory to idea or rural character
 - Change wording to address senior housing
 - Clarification: Duplexes are already approved in County Zoning
 - “All aspects of housing” is too broad.
 - Need new language to include wording for affordable/reasonably priced housing
 - Sewer/water required with multi-family

- b. Hope that lot size is never allowed to be less than one acre each and that duplexes are allowed on parcels (one acre). This would address affordability.
 - Don’t want lots less than one acre
 - This contradicts County zoning which allows lots less than one acre already
 - Objects if duplexes are not owner-occupied

C. Rural Character/Sprawl

Vision Statements with Consensus

- a. Hope to retain “rural character” and be more cohesive as a community

- b. Hope that everyone notices how complicated it is in “keeping it rural”

Statements Without Consensus, and Rationale for Objecting

- c. Hope for rural character, but have some concentrated area for smaller lots to support families and a future school. (We need a village area – not just a subdivision – more of a true neighborhood with park, town square, mom and pop store, variety in house type.)
 - Object to expansion of development
 - Object to idea if it’s a new school or new development
 - First part o.k. (on rural character); existing area o.k. for development

D. Agriculture

Vision Statements with Consensus

- a. Hope for a community that is always “farm friendly” (support them to be profitable)

E. Commercial: Size

Vision Statements with Consensus

- b. Hope that the “big/large business” is not part of the vision (i.e. avoid large employer; encourage smaller business)

Statements Without Consensus, and Rationale for Objecting

- c. Hope for some small business along I-94/F
 - Need clarification on type of small business
 - Concern on enlarging hamlet too far for commercial
 - Can clarify through Zoning

F. Environment

Vision Statements with Consensus

None. Not much discussion. Resource to develop vision could include Goals/Visioning in County Comprehensive Plan; Smart Growth Law; Principles of Placemaking presentation. See Appendix for Principle 10 and other principles related to the environment.

OPERATIONAL VISION AND OUTCOMES

G. Operational: Costs and Benefits of Growth

Vision Statements with Consensus

None. There was a discussion that all vision statements have some feasibility and cost considerations.

H. Operational: Regulation

Vision Statements with Consensus

- a. Hope that we get what we want as a community from this planning (i.e. hope we can be more restrictive than County plan if we so choose)

Statements Without Consensus and Rationale for Objecting

- b. Hope for a sewer area if the “village” idea is pursued

- Goes back to concern about some not want a sewer area

I. Operational: Process

Vision Statements with Consensus

- a. Hope for a tight, precise idea for the plan (so we don't have surprises when people come in with a proposal, and it is clear whether it is consistent with our agreed-upon plan)
- b. Hope we can determine if we plan for the full Town or only a part
- c. Hope to articulate what does make Concord special and what we love about it
- d. Hope for careful documentation of community dialogue sessions
- e. Hope to approach this economically (i.e. using existing plans such as County's as much as possible)
- f. Hope to maximize citizen involvement in process
- g. Hope we allow ourselves enough time (1½ years) so we have even a "Citizen Volunteer Committee" to be directly involved with setting up workshops

Statements Without Consensus, and Rationale for Objecting

- h. Hope that the "Hamlet Plan" gets "deep-sixed" and we do a comprehensive plan for the entire Town
 - Need clarification that R&M proposal was a "pie in the sky" scenario/expensive venture. Residential (in Expanded Hamlet Plan) went too far and should not have been released before more scrutiny by the Town Board.
 - Still need to pursue a "hamlet plan" idea
 - Object to "deep-sixed"
- i. Recognize that the "Hamlet Plan" is not the same as a Comprehensive/Smart Growth Plan
 - Could include language on Hamlet Plan to change "Hamlet Plan" to "Proposed Expanded Hamlet Plan"

APPENDIX

- Prior Report from February 8, 2006 Workshop (February 28, 2006 document)
- Article from The Watertown Daily Times, April 19, 2006
- Participants at the April 18th Workshop
- Participants at the August 1st Workshop
- Grabow, Steven H. Principles of Community Placemaking and Making Places Special. PowerPoint Presentation, February 8, 2006

Town of Concord Visioning Workshop

Wednesday, February 8, 2006

Concord Community Center

7:00 – 9:00 p.m.

PROCEEDINGS REPORT.

Content:

- ❖ Agenda:
 - Presentation on Community Placemaking
 - Prompting Questions
 - Workshop Objectives

- ❖ Concerns and Hopes:
 - Physical Configuration and Function Vision Statement (Draft)
 - Operational Vision and Outcome Statements (Draft)

- ❖ Appendix:
 - PowerPoint on Community Placemaking Principles

Compiled and Facilitated by:

Steve Grabow, Professor and Community Development Educator
University of Wisconsin-Extension, Jefferson County Office

February 28, 2006

Town of Concord Visioning Workshop
Wednesday, February 8, 2006
Concord Community Center
7:00-9:00 pm

AGENDA

Welcome: Richard Reinders

Initial Presentation on Community Placemaking Principles:
Steve Grabow, U.W. Extension, Jefferson County Office

Visioning Workshop: Facilitated by Steve Grabow

“Concerns and Hopes Exercise”- Town of Concord residents and officials will share perspectives on what they would like to see in the future for the Town of Concord.

Questions to think about and respond to (questions to prompt your thinking):

- *How would you like to see the Town grow and develop?*
- *What is important to you as the community helps guide the Town’s future?*
- *What should agricultural areas in the Town look like in the future?*
- *How would you describe your vision for the hamlet areas in the Town?*
- *What is your vision for how the existing Town of Concord hamlet should function and look in the future?*
- *Describe how future interstate interchanges should function and look in the future?*
- *What are your thoughts on the importance of land preservation and preservation tools such as agricultural easements?*
- *Do you have other ideas that should be included in the Town of Concord vision for its future?*

Adjourn: Approximately 9:00 pm

Workshop Objectives:

- To provide an overview of principles of community placemaking and guiding the establishment and maintenance of quality places.

- To provide an opportunity for the productive sharing, by citizens and officials, of perspectives, concerns and hopes for the future of the Town of Concord.

Source: Steve Grabow, Professor and Community Development Educator, U.W. Extension, Jefferson County Office
(steve.grabow@ces.uwex.edu)

Town of Concord
Initial Results from “Concerns and Hopes Exercise”

Participants responded to the prompting questions with the following statements about concerns and hopes for what they would like to see in the future of the Town of Concord. This report attempts to directly capture each idea as expressed. At this point there may be disagreement or general agreement on these statements. There will be an opportunity to test the level of agreement for these ideas at the next workshop. The ideas have been organized and grouped around general theme areas.

PHYSICAL CONFIGURATION AND FUNCTION VISION STATEMENTS

B. Community Form, Design and Function

Concerns

- a. Concerned about traffic (too much congestion)
- b. Concerned about the loss of historic buildings (barns); leveled structures lost forever
- c. Concerned about population (need to stabilize population and keep quality of life)
- d. Concerned about the need to “clean up” the original hamlet

Hopes

- c. Hope to see trails planned for non-vehicular traffic (bike, pedestrian, possibly equine)
- d. Hope that the “village area” would be contained and in a defined area (so that they are not springing up everywhere)
- e. Hope for the “village” to be proximate to the existing hamlet (have a more “urban” area that is distinct from the rural area)
- f. Hope for aesthetically pleasing housing in the community that can be managed with water and sewer
- g. Hope that we have a “Mayberry” type community that remains friendly and welcoming (with a “small town” feel)

- h. Hope to keep the “Community Center” strong and as a “focal center” for community vitality
- i. Hope to build “community connections”, “people interaction opportunities” (don’t have to just consider buildings), “park area interaction”
- j. Hope for more than just one rural hamlet (not just in one place)
- k. Hope for no more new subdivisions
- l. Hope that the creation of a Hamlet(s) serves as the nucleus of the Town plan

B. Housing

Concerns

- a. Concerned about crime in housing that is not owner-occupied
- b. Concerned about the lack of clarity on what “affordable housing” really means and how a Town should address “Smart Growth” goals and what “a range of housing” means

Hopes

- c. Hope for certain areas for town houses, eight-family structures, and all aspects of housing
- d. Hope that lot size is never allowed to be less than one acre each and that duplexes are allowed on parcels (one acre). This would address affordability.

C. Rural Character/Sprawl

Concerns

- b. Concerned about losing rural nature of the Town
- c. Concerned that we have urban sprawl
- d. Concerned about the need to control growth of homes and businesses so we don't suddenly have development popping up everywhere (taking away rural community)
- e. Concerned about splitting of land and population impacts

Hopes

- b. Hope to retain “rural character” and be more cohesive as a community
- c. Hope for rural character, but have some concentrated area for smaller lots to support families and a future school. (We need a village area – not just a subdivision – more of a true neighborhood with park, town square, mom and pop store, variety in house type.)

d. Hope that everyone notices how complicated it is in “keeping it rural”

D. Agriculture

Concerns

- a. Concerned about how difficult it is to keep land in agriculture (some trends in farm loss), loss of some working farms
- b. Concerned about splitting of land and population impacts

Hopes

- b. Hope for a community that is always “farm friendly” (support them to be profitable)

E. Commercial: Size

Concerns

- a. Concerned about threat of a large facility (like proposed hospital in Waukesha County)

Hopes

- d. Hope for some small business along I-94/F
- e. Hope that the “big/large business” is not part of the vision (i.e. avoid large employer; encourage smaller business)

G. Environment

Concerns

- a. Concerned about water quality going down (5% drop in the last 30 years; heavy metals)
- b. Concerned about the need to preserve environmental assets (streams)

OPERATIONAL VISION AND OUTCOMES

H. Operational: Costs and Benefits of Growth

Concerns

- b. Concerned about impacts of increased population (additional services, costs, etc.)
- c. Concerned about the need for supporting the tax base (in light of shrinking State aid)
- d. Concerned that increased development could actually increase costs (roads, services, traffic)

H. Operational: Regulation

Concerns

- b. Concerned about continuity of “conditional use permit” in County zoning when land is sold/transferred and other County zoning legislative actions that could result in more rural housing
- c. Concerned about annexation from larger communities such as Oconomowoc and Sullivan

Hopes

- b. Hope that we get what we want as a community from this planning (i.e. hope we can be more restrictive than County plan if we so choose)
- c. Hope for a sewer area if the “village” idea is pursued

I. Operational: Process

Concerns

- a. Concerned about the lack of consensus and concerned that survey does not get us to consensus

- b. Concerned that the existing hamlet has not been “defined” (Is it the “old” hamlet or the interchange proposal?)
- c. Concerned about how survey can be interpreted
- d. Concerned that once plan is in place, can it be enforced?
- e. Concerned about population projections and reliability

Hopes

- g. Hope for a tight, precise idea for the plan (so we don't have surprises when people come in with a proposal, and it is clear whether it is consistent with our agreed-upon plan)
- h. Hope we can determine if we plan for the full Town or only a part
- i. Hope to articulate what does make Concord special and what we love about it
- j. Hope for careful documentation of community dialogue sessions
- k. Hope to approach this economically (i.e. using existing plans such as County's as much as possible)
- l. Hope to maximize citizen involvement in process
- m. Hope that the "Hamlet Plan" gets "deep-sixed" and we do a comprehensive plan for the entire Town
- n. Hope we allow ourselves enough time (1½ years) so we have even a "Citizen Volunteer Committee" to be directly involved with setting up workshops
- o. Recognize that the "Hamlet Plan" is not the same as a Comprehensive/Smart Growth Plan

Town of Concord resumes its visioning with extension's help

By Christina Brey
of the Daily Times staff

TOWN OF CONCORD — More than 40 people attended a workshop Tuesday night at the Concord Community Center to talk about their visions for the town's future.

The discussion was part of an ongoing, sometimes controversial dialogue incorporating the need for a Smart Growth plan.

Professor Steve Grabow of the University of Wisconsin Extension-Jefferson County facilitated this second visioning meeting, which attempted to identify general agreement on a variety of statements about the town's future.

"A lot of different ideas were on the table at the last meeting," Grabow said in opening the meeting. "We are testing tonight to see how close we are to finding common ground and compromising to some type of decision."

"We're not trying to get one vision statement, but looking for a rich array of ideas that would describe what you'd like to see in your town," Grabow continued.

Concord residents at the meeting worked with Grabow to discuss their hopes for what the town will look like in the next five to 10 years, and well beyond. Concord's location near Interstate 94 and at the edge of bursting growth from Waukesha County has prompted residents to develop a plan that will protect its rural heritage.

Using statements put forward at the February workshop, residents responded Tuesday regarding whether or not they agreed. Some ideas were readily embraced, such as possible future

trails for non-vehicular traffic and the inclusion of the most residents as possible in the planning process. Residents generally agreed with the idea that the "village" or "downtown" area would be contained and defined so there are not several areas of that type in the community.

There were other major ideas that raised objections and need more discussion. There was much talk about the designation in the Jefferson County master plan of a 160-acre area in Concord as a hamlet. The hamlet designation, bordered by county highways E, F and the old section of Concord, allows for clustered growth if the town would so desire. The town could identify more than one area for clustered growth, but many residents are opposed to, or unsure, what that would mean for the community.

Richard Reinders noted that under current land division rules, homes could pop up all over the landscape, as long as they are on one-acre lots. Rather than having "McMansions," as some residents called them, dotting the landscape, Reinders said he wondered if it would be more beneficial to concentrate growth into managed, regulated developments.

"We don't have to accept the fact that each 40-acre parcel will have a home," another resident argued.

Residents Tuesday agreed more discussion is needed on what type, if any, small business or residential growth would be allowed in the township. It was agreed large businesses and franchises would not be welcome, and the idea of additional subdivi-

sions not already in the works was debated.

The town already has some larger, concentrated areas of existing or planned housing, including Spacious Acres and in the Golden Lake Park area.

Many residents who spoke Tuesday said they would oppose any municipal water and sewer, opting instead to keep the town the way it is now. However, any clustered community or subdivision may require sewer and water, one man noted.

"I'd rather keep it the way it is now," said Concord resident Scott Leubner, President of Western Culvert & Supply Inc., located along Delafield Road in Concord. Leubner said he is a proponent of managed, small-business growth near the I-94 corridor, to help with the tax base in the township.

"I built my business here first and loved it so much, I moved here," said Leubner, who has operated his firm for eight years through a conditional use permit. "We should encourage more small business people like me."

Other residents said caution would have to be used to ensure only businesses that fit into the community's personality could be located in such an area.

Discussions are not yet over on Concord's future. The group asked Grabow to conduct a final workshop in the coming months to help further gauge opinions. After that point, Grabow said the work could be turned over to the town board, which might choose to use an existing or new committee to work on an actual plan, along with help from a planning consultant.

Participants at the April 18, 2006 Workshop

Pamela Baron	Bob Perkins
Dan Bartenelli	Marlene Pulver
Dan Berg	Ralph Pulver
Ralph H. Christian	Kurt Rathcamp
Jim Gilbert	Mia Rathcamp
Don Goose	Richard Reinders
Harriet Goose	Mary Schmidt
Wilmer G. Goose	Edward Schultz
Donna Guthrie	Allie Simon
Carole Hafmiester	John Simon
Bill Ingersoll	Marian Speerless
Kathy Ingersoll	David Stendel
Michael Januk	Roger Susci
Dale Konle	Kim Verhein-Herro
Pat Lambo	Howard Webb
Rick Leene	David Wegner
Scott Leubner	Milene Wegner
David Meyer	Sally Williams
Larry Oliverson	Karen Zastrow
Carol Pasbrig	Lloyd Zastrow

Christina Brey, Watertown Daily Times

Participants at the August 1, 2006 Workshop

Bill Arbiture
Cindy Arbiture
Pamela Baron
Dan Berg
Roxanne Butler
Ralph H. Christian
Barry Crouse
Rick Dama
Jim Gilbert
Don Goose
Carole Hafemiester
Bill Ingersoll
Kathy Ingersoll
Michael Januk
Dale Konle
Rick Leene

Scott Leubner
Dan Malone
David Meyer
Leslie Mindemann
Rick Mindemann
Larry Oliverson
Ronald Opp
Carol Pasbrig
Bob Perkins
Richard Reinders
Mary Schmidt
Marian Speerless
David Stendel
John F. Waldschmidt
Sally Williams
Lloyd Zastrow

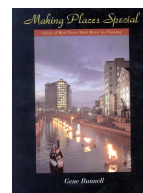
**Principles of Community Placemaking
and Making Places Special
*An Overview for the
Town of Concord Visioning Workshop*
Wednesday, February 8, 2006**



**By Steve Grabow, Professor and
Community Development Educator
UW-Extension, Jefferson County**

Context for Principles

These guiding principles were inspired by a book entitled Making Places Special by former UW-Extension Specialist Gene Bunnell. In addition, Gene Bunnell provided the research that provides the outline for the “Characteristics of Quality Places.” Gene’s research includes the results of an American Planning Association survey of planners that identified the qualities of special places, as well as a similar survey of Wisconsin planners conducted in 1998 and 1993, respectively. These resources have been organized and adapted by Steve Grabow.



*Making Places Special
by Gene Bunnell*

This is intended to provide a basic understanding of key principles of community design for local officials involved in planning and development.



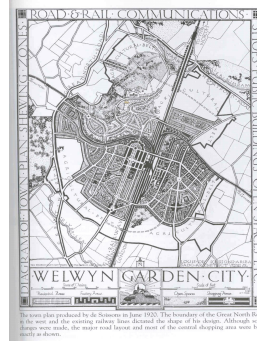
*Sustainable and Strategic Spatial
Planning in European Communities*

Placemaking and Sense of Place

Functional Area I Effective and Functional Physical Configuration

Principle 1:

- **Compact development that doesn't sprawl, enabling urban and rural areas to be clearly differentiated from one another.**



Placemaking and Sense of Place

Functional Area I Effective and Functional Physical Configuration

Principle 2:

- **Urban places with a strong center, where multiple uses and activities are clustered in fairly close proximity (strong village and city centers).**



Placemaking and Sense of Place

Functional Area I Effective and Functional Physical Configuration

Principle 3

- City-centered redevelopment and infill.



Placemaking and Sense of Place

Functional Area I Effective and Functional Physical Configuration

Principle 4

- Integration of housing and employment centers and shopping areas, so that communities contain places to live, work and shop, and contain a full range of facilities.



Placemaking and Sense of Place

Functional Area I Effective and Functional Physical Configuration

Principle 5:

- Vital, distinctive and varied neighborhoods in close proximity to the urban center.



Placemaking and Sense of Place

Functional Area I Effective and Functional Physical Configuration

Principle 6:

- Limited low-density residential development on the urban fringe.



Kentlands:

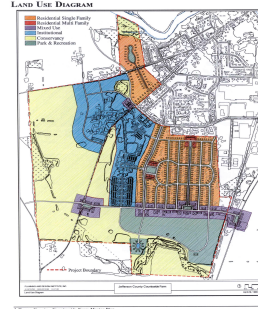
- First application of traditional neighborhood development principles

Placemaking and Sense of Place

Functional Area I Effective and Functional Physical Configuration

Principle 7:

- A mixture of housing types that meets the needs of a variety of households with different income levels.



Placemaking and Sense of Place

Functional Area II User-Friendly and Efficient Circulation

Principle 8:

- Pedestrian friendly environments (pattern of development that supports and encourages sidewalk pedestrian activity and bicycle path travel).

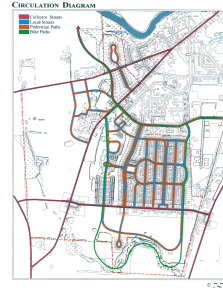


Placemaking and Sense of Place

Functional Area II User-Friendly and Efficient Circulation

Principle 9:

- High quality and convenient public transit coordinated with land use and development, and concentrated development along transit corridors and proximity to transit stops.

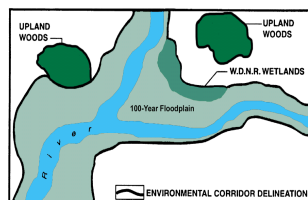


Placemaking and Sense of Place

Functional Area III Preserved Natural and Cultural Resources and Environment

Principle 10:

- Environmental resources, natural amenities, scenic qualities, parks, recreation and open space that are preserved and are consciously integrated into the fabric of the community.

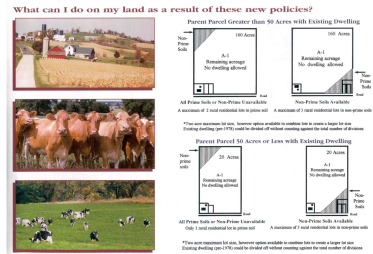


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Functional Area III Preserved Natural and Cultural Resources and Environment

Principle 11:

- Preserved farmland and related open space, wildlife habitats and environmental corridors.



Functional Area III Preserved Natural and Cultural Resources and Environment

Principle 12:

- Historic and cultural resources consciously preserved and integrated into contemporary settings.



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Functional Area IV Enhanced Local Identity and Sense of Place

Principle 13:

- Strong local character, community identity and a sense of place.



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Functional Area IV Enhanced Local Identity and Sense of Place

Principle 14:

- Well-designed public buildings and public spaces that strengthen community sense of place, often reinforced and enlivened by works of art and sculpture.



Placemaking and Sense of Place

Functional Area V Attributes to Instinctively Draw Us to Places

Principle 15:

- **Connectivity:** vehicular, pedestrian and transit connectivity and ease of movement from one part of the community to another.



London:

- Docklands Light Rail

Placemaking and Sense of Place

Functional Area V Attributes to Instinctively Draw Us to Places

Principle 16:

- **Drama and dignity:** landmarks and building facades providing evidence that it is a real place, not just superficial.

Mannheim,
Germany



Placemaking and Sense of Place

Functional Area V Attributes to Instinctively Draw Us to Places

Principle 17:

- **Variety and whimsy:** as expressed in architectural forms and design details.



Placemaking and Sense of Place

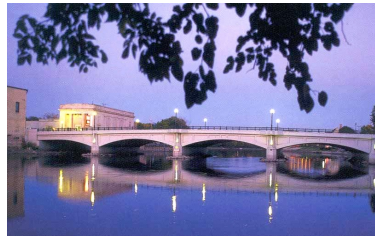


The overriding criterion by which cities and towns should be judged is the nature of their public realm.

Functional Area V Attributes to Instinctively Draw Us to Places

Principle 18:

- **Reflection of local values:** appropriate architectural styles, materials and vegetation.



Placemaking and Sense of Place

Functional Area V Attributes to Instinctively Draw Us to Places

Principle 19:

- **Many choices and many things to do: not just consumerism and shopping; not just a workplace or a bedroom community.**

A key strategy in downtown revitalization efforts is the creation of a mixed use, 24-hour per day and 7-day per week environment for living, working, shopping and entertainment.



Placemaking and Sense of Place

Final Thoughts Via Quotes

“Americans continue to yearn to live in places that are unique and special and have a sense of place.”

Gene Bunnell, *Making Places Special*

“It is possible to make places better, and preserve and strengthen the qualities that make places special, by planning.”

Gene Bunnell, *Making Places Special*

“One of the most important ingredients for successful planning is for people to believe that planning matters – that taking the time to think through and envision the kind of places we want our communities to be in the future is important, and that time spent developing plans aimed at fulfilling our deepest aspirations is not wasted.”

Gene Bunnell, *Making Places Special*

“To advance people-friendly places, we should encourage more sensitive, friendly developments in which color, pattern, texture and materials – as well as technical excellence and innovation – combine to create enjoyable places and attractive buildings.”

Francis Tibbalds, *Making People-Friendly Towns*



Discussion and Questions

Placemaking and Sense of Place

By Steve Grabow, Professor and Community Development Educator UW-Extension, Jefferson County

What are the principles of community development and place which are of particular importance in the Town of Concord?



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